

## Product Marketing Manager

# method

Phone :

Web :

### Job Summary

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Vacancy :

Deadline : Nov 30, 2024

Published : Oct 30, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### Opportunity

Are you a digitally savvy and strategic Product Marketing Maestro with a proven record of successful product launches and driving results? Do you excel at crafting captivating stories that resonate with your audience and positioning products for success? If you're nodding along, then buckle up.

We are seeking a highly motivated and strategic Product Marketing Manager to join our fast paced team and drive results. In this role, you will be responsible for driving the success of our products in the market, through effective go to market strategies, sales enablement tactics, strategic positioning and ongoing research to drive quantitative and qualitative results across every part of the marketing funnel. We are seeking someone who is willing to roll up their sleeves to get the work done, but also can be a strategic and influential cross-functional leader.

Sound like you? Then here's what's in store...

### The Role

#### GTM & Sales Enablement

- Lead go-to-market strategies and new product release plans, including customer communications, internal training, in-app cues, sales enablement resources, and supporting content.
- Continuously identify opportunities to support and improve funnel conversion rates.
- Develop product sell decks and target buyer personas for the sales team.
- Create competitive battlecards to equip the sales team with the tools to effectively sell against competitors.

#### Positioning

- Work closely with other marketing team members to ensure consistent positioning across all content platforms.
- Conduct positioning A/B tests to refine messaging and positioning strategies.
- Develop website messaging and write compelling copy to effectively communicate product value propositions.

#### Pricing Strategy

- Develop and execute comprehensive pricing strategies tailored to market dynamics, competitive positioning, and customer value perception, ensuring optimal revenue generation and market competitiveness.

#### Research & Analysis:

- Conduct ongoing research into competitors, customer needs, pain points and market trends to inform product strategy and positioning.
- Define Ideal Customer Profiles (ICP) and segmentation strategies to target the right audience segments effectively.
- Establish a cadence for collecting insights from leads during demos and analyze this data to share actionable insights.
- Work with the Marketing, Product, and Sales teams to analyze current product strengths, weaknesses, opportunities and threats and influence the product roadmap.

#### What You Bring

- Proven track record of leading successful go-to-market strategies and product launches, driving exceptional results in this or a comparable role, with tangible references and demonstrable achievements.
- Strong analytical skills with the ability to interpret data and translate insights into actionable strategies.
- Experience with pricing strategy development and competitive analysis.
- Proficiency in CRM and marketing automation platforms.
- 3-5+ years of experience in product marketing, preferably in the B2B SaaS industry.

#### About Method

Method understands that businesses are unique and so it is our vision to create a small business platform that is easily personalized for each of our customers. Our flagship product is Method:CRM, a customer relationship management tool made specifically for small businesses who have outgrown their processes. Unlike other CRMs, the combination of Method's deep QuickBooks sync and no-code customization engine enable businesses to achieve their optimal workflows.

At Method, doing fantastic work is just as important as looking out for each other and our community. From flex hours, full benefits and monthly team events to our Method:Gives program, we do our best to support both our employees and community. You can learn more about Method and our team [here!](#)

#### What We Offer

- Fun team collaborative environment.
- Small company experience – working for a small company like Method gives you deep insight to the inner workings of how a software company operates, as you will be expected to be involved in many discussions: It is the kind of experience you can only get from a small company.
- Training – You will receive initial and ongoing training on Method's products, policies and procedures.
- Flexible hybrid policy
- Great downtown location – Method is located right in the heart of Toronto's young and vibrant 'King West' technology hub at the corner of Adelaide and Spadina Ave.
- Competitive salary
- Health care, vision and dental plan.
- Company and team social events.

#### Hybrid Policy

At Method we are working on a hybrid schedule. Employees work from the office 2 times each week from our office in downtown Toronto.

#### In your first 30 days you will:

- Complete Method's bootcamp.
- Understand Method's values and how our teams collaborate to drive results.
- Learn and become an expert of our internal communication tools, norms, and practices.
- Develop product knowledge, understanding Method's key features, product market fit
- Meet with marketing and cross-functional stakeholders to learn about our method processes, start building relationships and identify opportunities from a product marketing perspective

#### In your first 60 days you will:

- Develop messaging for key web pages on our site, with tailored messaging to our top segments
- Start running A/B positioning tests on home page
- Start sending product release communications to customers for feature releases
- Competitive & customer analysis

#### In your first 90 days you will:

- Fully understand the onboarding product experience from trial > paid conversion, raising ideas and implementing tests to improve results with Product
- Understand our customers, outlining pain points and value for each segment, updating our buyer personas and competitive battlecards
- Plan and start executing your first GTM campaign
- Participate in your first quarterly review.

#### In your first year you will:

- Participate in your first annual review.
- Optimize onboarding experience with product & design to increase conversion
- Partner with sales to provide sales enablement tools to optimize trial > paid conversion
- Optimize and re-define the product release communications process & GTM plans
- Develop meaningful cross-functional relationships between teams
- Customer & competitive research

We thank all applicants in advance, and will contact only those who we wish to interview. No phone calls or agencies please.

Method is an equal opportunity employer for all – regardless of race, colour, ancestry, religion, gender identity, sexual orientation, age, marital status or able-bodiedness. As part of our commitment to be an inclusive and accessible workplace, we're happy to provide accommodations for candidates taking part in the selection process.

[Apply for this job](#)

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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